

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method of ~~obtaining~~ inducing potential customers to place orders via a telecommunications network comprising:

obtaining a mailing list of persons;

obtaining a mailing list of potential customers by screening the mailing list of persons to eliminate persons using at least one predetermined criterion for performing said screening;

storing the names from said ~~screened~~ mailing list of potential customers into a first device connected to said network;

for each potential customer's name stored in said first device, placing ~~said name~~ on a mailer ~~with a~~ said customer's name and mailing address, ~~first information for a login name including said customer's name for contacting said~~ first device on said network, and ~~second~~ information designed to induce said potential customers to contact said first device and place an order;

sending said mailers to said potential customers;

providing at least one second device connected to said network for said potential customers to contact and transmit to said first device at least one order;

for each of said potential customers contacting said first device using one of said second devices, transmitting a said login name for said potential customers to said first device;

comparing said potential ~~customers'~~ customer's login name with said stored names using a program that allows matching of login names with stored names in instances of mis-keyed or misspelled name entries; and

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if said login name corresponds to one of said stored names, transmitting to said potential ~~customers'~~ customer's second device a promotional offer designed to induce said potential customer to place an order; and

if said login name does not correspond to one of said stored names,
transmitting to said potential customer's second device a standard welcome.

2. (Original) A method as recited in claim 1, wherein the step of obtaining the mailing list of persons comprises selecting persons having a predetermined interest.

3. (Original) A method as recited in claim 1, wherein the step of obtaining the mailing list of persons comprises purchasing the list.

4. (Original) A method as recited in claim 1, wherein the step of obtaining the mailing list of persons comprises leasing the list.

5. (Original) A method as recited in claim 1, wherein the criterion for performing the step of screening the mailing list to eliminate names is duplication of names on the list.

6. (Original) A method as recited in claim 1, wherein the criterion for performing the step of screening the mailing list to eliminate names is income.

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7. (Original) A method as recited in claim 1, wherein the criterion for performing the step of screening the mailing list to eliminate names is age.

8. (Original) A method as recited in claim 1, wherein the criterion for performing the step of screening the mailing list to eliminate names is location.

9. (Original) A method as recited in claim 1, wherein the criterion for performing the step of screening the mailing list to eliminate names is purchasing history.

10. (Original) A method as recited in claim 1, wherein the step of screening the mailing list to eliminate names is performed using a commercially available merge-purge process which eliminates duplicate names and provides a plurality of list hygiene functions.

11. (Currently Amended) A method as recited in claim 10, wherein the hygiene functions include at least one function selected from the group consisting of income, age and location.

12. (Currently Amended) A method as recited in claim 1, wherein the step of placing said names on a mailer with mailing addresses, said ~~first information~~ login name, and said ~~second-inducing~~ information comprises using a postcard as said mailer.

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13. (Original) A method as recited in claim 12, wherein the step of using a postcard as said mailer comprises choosing paper stock for said postcard that has high visibility.

14. (Original) A method as recited in claim 13, wherein the step of choosing said paper stock for said postcards further comprises choosing said paper stock so that it contrasts with said name, mailing addresses, first information, and second information placed on said postcard.

15. (Original) A method as recited in claim 13, wherein the step of choosing paper stock for said postcard that has high visibility comprises choosing a paper stock that has a bright color.

16. (Currently Amended) A method as recited in claim 1, wherein the step of placing said mailing list name, mailing address, first information, and second information on said mailer comprises printing said name and address on a front of said mailer and printing on the back of said mailer said ~~second~~ inducing information concatenated with a first and last name corresponding to said mailing list name.

17. (Currently Amended) A method as recited in claim 16, wherein said communications network is the Internet and said ~~first information~~ login name for each potential customer is a uniform resource locator corresponding to a website

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served by said first device concatenated with a first and last name of said potential customer.

18. (Original) A method as recited in claim 17, wherein said uniform resource locator includes a domain name reflecting an area of interest of said potential customers, and wherein said area of interest influences the step of obtaining said mailing list of persons.

19. (Currently Amended) A method as recited in claim 16, wherein said ~~second~~ inducing information is a promotional offer.

20. (Currently Amended) A method as recited in claim 1, wherein the step of comparing said corresponding person's login name with said stored names further comprises ~~allowing~~ using commercially available software that allows for mis-keyed or misspelled entries in said stored names.

21. (Original) A method as recited in claim 1, wherein the step of transmitting to said potential customers' second device said promotional offer comprises transmitting an offer that is unique to only that corresponding person.

22. (Original) A method as recited in claim 1, wherein the step of transmitting to said potential customers' second device said promotional offer comprises transmitting an offer that is unique to a subgroup of said potential customers.

23. (Original) A method as recited in claim 1, wherein the first device is a server.

24. (Original) A method as recited in claim 1, wherein said second devices are computers.

25. (Currently Amended) A method of ~~obtaining~~ inducing potential customers to access and place orders on a website located on the Internet comprising:

obtaining an initial mailing list of ~~potential customers~~ persons having a predetermined interest;

obtaining a ~~reduced~~ mailing list of potential customers by screening the initial mailing list of persons to eliminate names using a plurality of criteria for performing said screening;

storing the names from said ~~reduced~~ mailing list of potential customers into a first device connected to the Internet;

for each potential customer's name stored in said first device, placing said name on a high visibility postcard with a mailing address corresponding to said name, a login name for said potential customer to log onto said website, said login name being a uniform resource locator for said website concatenated with said potential customer's first and last name, and an promotional offer designed to induce said potential customers corresponding to said names on said mailer to contact to log onto said website and place an order;

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sending said postcards to said ~~reduced~~-mailing list potential customers;
providing a plurality of second devices connected to the Internet for said reduced mailing list potential customers to contact and transmit to said first device at least one order;

for each of said ~~reduced~~-mailing list potential customers contacting said first device using one of said second devices, transmitting a said login name for said ~~reduced~~-mailing list potential customer to said first device;

comparing said ~~reduced~~-mailing list potential customer's login name with said stored names using a program that allows matching of login names with stored names in instances of mis-keyed or misspelled name entries, and

if said login name corresponds to one of said stored names, transmitting to said reduced mailing list potential customer's second device a promotional offer, and

if said login name does not correspond to one of said stored names,
transmitting to said potential customers second device a standard welcome page.

26. (Currently Amended) A method as recited in claim 25, wherein the step of obtaining the initial mailing list of ~~potential customers~~ persons comprises purchasing the list.

27. (Currently Amended) A method as recited in claim 25, wherein the step of obtaining the initial mailing list of ~~potential customers~~ persons comprises renting the list.

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28. (Original) A method as recited in claim 25, wherein the step of screening the initial mailing list to eliminate names is performed using a commercially available merge-purge process which eliminates duplicate names and provides a plurality of list hygiene functions.

29. (Original) A method as recited in claim 28, wherein the hygiene functions include income, age and location.

30. (Original) A method as recited in claim 25, wherein said postcard is comprised from a paper stock that has high visibility.

31. (Currently Amended) A method as recited in claim 30, wherein said paper stock for said postcards further comprises paper stock that contrasts with ink used to print said name, mailing address, ~~uniform resource locator~~ login name, and offer on said postcard.

32. (Currently Amended) A method as recited in claim 25, wherein the step of placing said mailing list name, mailing address, ~~uniform resource locator~~, login name, and offer on said postcard comprises printing said name and address on a front of said postcard, and printing on the back of said postcard said login name. ~~uniform resource locator concatenated with a first and last name corresponding to said mailing list name.~~

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33. (Original) A method as recited in claim 25, wherein said uniform resource locator includes a domain name reflecting an area of interest of said initial mailing list of potential customers, and wherein said area of interest influences the step of obtaining said initial mailing list of potential customers.

34. (Currently Amended) A method as recited in claim 25, wherein the step of comparing said ~~reduced~~-mailing list potential customer's login name with said stored names further comprises ~~allowing~~ using commercially available software that allows for mis-keyed or misspelled entries in said stored names.

35. (Currently Amended) A method as recited in claim 25, wherein the step of transmitting to said ~~reduced~~-mailing list potential customer's second device said promotional offer comprises transmitting an offer that is unique to only that ~~reduced~~-mailing list potential customer.

36. (Currently Amended) A method as recited in claim 25, wherein the step of transmitting to said ~~reduced~~-mailing list potential customer's second device said promotional offer comprises transmitting an offer that is unique to a subgroup of said ~~reduced~~-mailing list potential customers.

37. (Original) A method as recited in claim 25, wherein the first device is a server.

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38. (Original) A method as recited in claim 25, wherein said second devices are personal computers.

39. (Currently Amended) A system for ~~obtaining~~ inducing potential customers to place orders via a telecommunications network comprising:

a mailing list of potential customers, said mailing list of potential customers being a mailing list of persons that has been screened to eliminate names using at least one predetermined criterion for performing said screening;

a first device for storing ~~remaining names from~~ said screened mailing list of potential customers, said first device being connected to said network;

for each potential customer name stored in said first device, a mailer on which is placed said name, a corresponding mailing address, ~~first information for communicating with~~ a login name for said potential customer to contact said first device on said network, said login name including said customer's name, and ~~second~~ information designed to induce said potential customers corresponding to said names on said mailer to contact said first device and place an order, said mailer ~~to being~~ sent to a said potential customer corresponding to said name;

at least one second device connected to said network for said corresponding potential customers to contact and transmit to said first device a said potential customers' login names and orders;

a program stored in said first device for comparing said potential customers' login names with said stored names and allowing matching of login names with stored names in instances of mis-keyed or misspelled name entries, ~~and said~~

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program transmitting to a potential customer's second device a promotional offer,
if ~~any one of said~~ potential customer's login names corresponds to one of said
stored names, ~~transmitting to said corresponding potential customer's second~~
~~device a promotional offer~~ or a standard welcome, if said potential customer's
login name does not correspond to one of said stored names.

40. (Original) The system recited in claim 39, wherein said screened mailing list is screened using a commercially available merge-purge process which eliminates duplicate names and provides a plurality of list hygiene functions.

41. (Currently Amended) The system recited in claim 40, wherein the hygiene functions include at least one function selected from the group consisting of income, age and location.

42. (Original) The system recited in claim 39, wherein said mailer is a postcard.

43. (Original) The system recited in claim 39, wherein the postcard has a paper stock that has high visibility.

44. (Original) The system recited in claim 43, wherein the paper stock for said postcards contrasts with ink used to print said name, mailing addresses, first information, and second information on said postcard.

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45. (Currently Amended) The system recited in claim 43, wherein the paper stock for said postcard ~~that has high~~ is a paper stock that has a bright color.

46. (Currently Amended) The system recited in claim 39, wherein said communications network is the Internet and said ~~first information is~~ login name further includes a uniform resource locator corresponding to a website served by said first device.

47. (Currently Amended) The system recited in claim 46, wherein said uniform resource locator includes a domain name reflecting an area of interest of said potential customers, and wherein said area of interest influences the step of obtaining said mailing list of ~~potential customers~~ persons.

48. (Currently Amended) The system recited in claim 46, wherein said ~~second~~ inducing information is a promotional offer.

49. (Original) The system recited in claim 39, wherein said promotional offer is unique to only that corresponding potential customer.

50. (Original) The system recited in claim 39, wherein said promotional offer is unique to a subgroup of said corresponding potential customers.

51. (Original) The system recited in claim 39, wherein the first device is a server.

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52. (Original) The system recited in claim 39, wherein said second devices are computers.